SCENARIO

Using a COVID Containment Zone App



How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



Steps

What does the person (or group) typically experience?

app, the customer creates an ID for him/her to use.

Writing & submitting review



Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



ser sees his or he urrent Location or the Map

Get to know the current Covid Stats from the stats section of the app.

Some Recommended precautions are also shown to the user to

Star rating from other users will promote our app

Thereby providing sense of awareness to public

If other users interact with this person, they will see these



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Help me to find Covid Stats

Able to check if the user is in affected area.

Help me by sending alerts even while I am not using the application



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? Pleasant reviews from our users encourage others to use our app



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Geolocation services may fail at times

User goes offline

Authentication issues might arise



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?